



INTRODUCTION TO

# Doing Business in Korea



# Introduction to Doing Business in Korea

The Republic of Korea (ROK) is a dynamic country, representing the fourth-largest economy in Asia and the 13th largest in the world. Its innovative and advanced manufacturing sector, highly skilled, tech savvy workforce, and democratic government offer many opportunities for Australian businesses.

To operate effectively in this highly competitive, innovative, free-market economy, businesses looking to harness the prospects offered by the Korea-Australia Free Trade Agreement (KAFTA) must strengthen key competences.

This program builds an understanding of Korean business styles and how to engage to ensure successful business outcomes.

## Who should attend?

- Exporters
- ASX Listed organisations
- SMEs
- Professional services organisations
- Federal, state or local governments

## Program Details

### DURATION



2 hours

### FORMAT



This program is designed for the busy professional and is available as a facilitator-led online program.

### PRICE



Programs are designed for groups.  
Please contact us for program price.

## Key takeaways



**Raise awareness of the key cultural drivers** that impact the way business is conducted in Korea.



**Build understanding of Korean business styles** and how to respond.



**Introduce the skills needed** to effectively influence business outcomes and strengthen relationships when working in and with Korea.

## Topics covered

1.

Understanding Korean business culture through exploring Korean society, context, and culture.

2.

Korean key business cultural drivers - “the why behind the behaviour.”

3.

Practical cultural concepts that influence business interactions with Korean stakeholders.

The Asialink Business Academy offers a comprehensive series of programs that build practical skills and connections to grow your business in Asia.

To view our more in-depth programs please visit:

 [academy.asialinkbusiness.com.au](https://academy.asialinkbusiness.com.au)

## Learning methods

- **Expert speakers** with deep market experience and expertise.
- **Business case studies** sharing examples of successful strategies for Korea.
- **Practical application** of engaging content and frameworks relevant to your context.
- **Interactive & peer-learning activities** encouraging networking, insight sharing, and mentoring to build a community with a collective and ongoing interest.

*This is a Credly certified Asialink Business Academy Program*

## About the Asialink Business Academy

The Asialink Business Academy offers programs that transform skillsets and mindsets, building practical skills and connections to grow your business in Asia.

The Academy is part of Asialink Business, Australia's National Centre for Asia Capability.

## Contact us

 [academy.asialinkbusiness.com.au](https://academy.asialinkbusiness.com.au)

 [academy@asialinkbusiness.com.au](mailto:academy@asialinkbusiness.com.au)



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